



**Lake George** Regional Chamber of Commerce  
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## Press Release

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**FOR IMMEDIATE RELEASE**

**May 5, 2008**

### **ADIRONDACK WINERY & TASTING ROOM, A BRAND NEW MICRO-WINERY IN LAKE GEORGE, SETS GRAND OPENING DATE**

**LAKE GEORGE, NY (MAY 5, 2008):** The Lake George Regional Chamber of Commerce is pleased to announce the grand opening of Adirondack Winery & Tasting Room, a brand new micro-winery located in the heart of beautiful Lake George Village, NY.

The official grand opening ribbon ceremony will be held on Thursday, May 15, 2008 at 5 p.m. at the entrance of Adirondack Winery, located at 285 Canada Street in Lake George, directly across from Shepard Park. Lake George Mayor Blais will be in attendance, along with other dignitaries to mark the event. Adirondack Winery will celebrate the grand opening throughout the weekend, offering wine tastings along with samples of gourmet cheeses and chocolates.

Adirondack Winery CEO, Co-Owner and Wine-Maker, Michael Pardy, explained Adirondack Winery's concept, "We are a micro-winery and hand-craft all our wines on-premises. We do not have our own vineyard and instead tap a couple suppliers that source grape product for us from various farm vineyards, primarily located in California. We utilize similar equipment as a major commercial winery, just on a smaller scale. Being a micro-winery gives us the flexibility to offer a broad selection of wines; where a typical vineyard winery offers 3-5 wines, we offer 24+ wine varieties."

Sasha Pardy, Adirondack Winery President and Co-Owner continued, "We're bringing the winery to where the people are, as opposed to where the vineyards are. We strong believe in 'try before you buy', so a visit to the winery means customers enjoy a wine tasting session that includes a souvenir glass. They can also browse our wide selection of wine-related accessories and gifts, gourmet cheeses and chocolates, and more. We are excited to bring our quality wines as well as something new and different to Lake George Village – we have been thrilled with the reception from both local and visiting customers."

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With a strong focus on the local region, Adirondack Winery's selection of red, white, dessert and fruity wines are all labeled with photographs featuring scenery and landmarks of the Warren/Washington/Saratoga County region.

Lake George Mayor Blais said, "Adirondack Winery is a great new addition to Lake George's retail mix. The store is beautiful and it raises the level of our offerings in the community to the public. Anyone who's interested in wine should certainly make the stop."

Customers who visited the winery during its first week open had this to say: "'We visited your winery over the weekend and truly enjoyed the relaxed atmosphere and friendly service. The wines we sampled were great and the bottles very attractive. We look forward to coming back again and again. What a great addition to the neighborhood,'" said Scott and Christina Schoener of LakeGeorgeCondo.com.

"We enjoyed the wine tasting on Friday as well as the two bottles we purchased over the. The wine glasses were a very nice touch. Your location is wonderful and the view is great. I think you guys will have a lot of success there. We will definitely be in to pick up more wine very soon," said Jake Van Ness, Owner of Prepressology Graphic Design.

"Mayflower Realty is pleased to have such a great new tenant," said family spokesperson, Nia Cholakis. "Not only are they a delight to work with, but they also put out such a high quality product and have come up with a great new concept for Lake George Village."

**This press release also serves as an invitation to attend the official ribbon cutting ceremony for Adirondack Winery.**

**When:** Thursday, May 15, 2008 at 5 p.m.

**Where:** 285 Canada Street, Lake George, NY. Adirondack Winery storefront, located directly across from Shepard Park, near the corner of Amherst Street.

**The owners, Michael & Sasha Pardy are available for interviews upon request.**

**Images of the winery are also available upon request.**

**TO RSVP FOR THIS EVENT, or for more information or to schedule an interview, please contact Sasha Pardy at 518-260-9462.**

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